

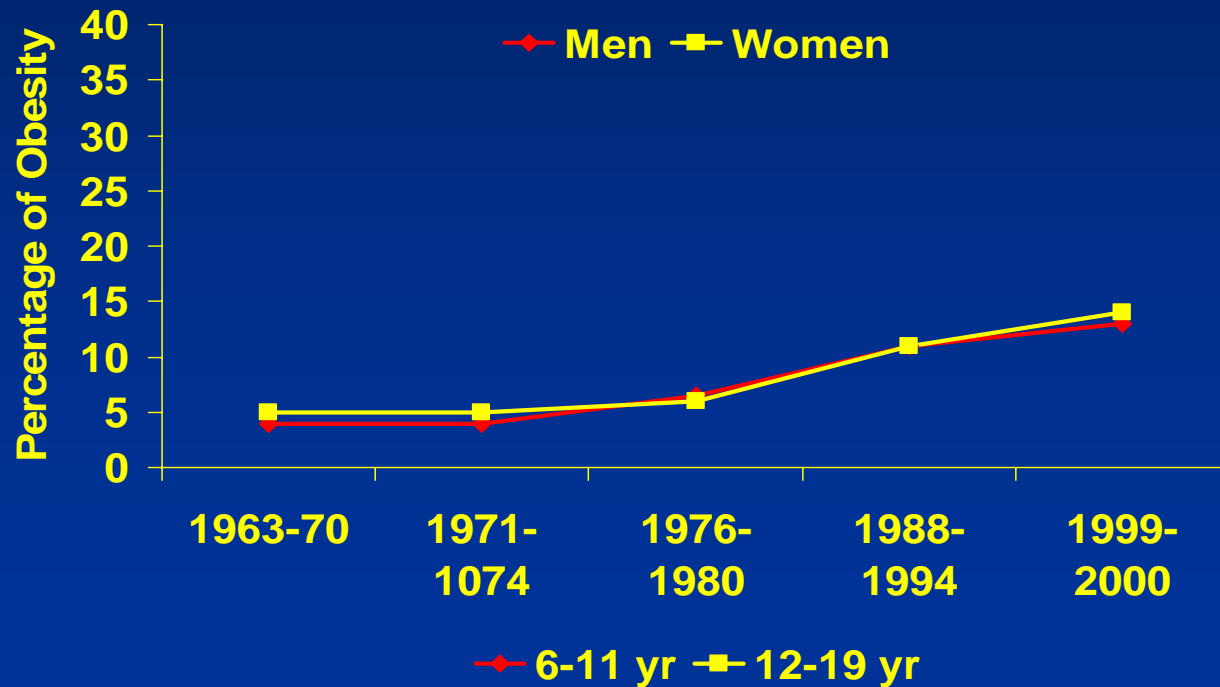
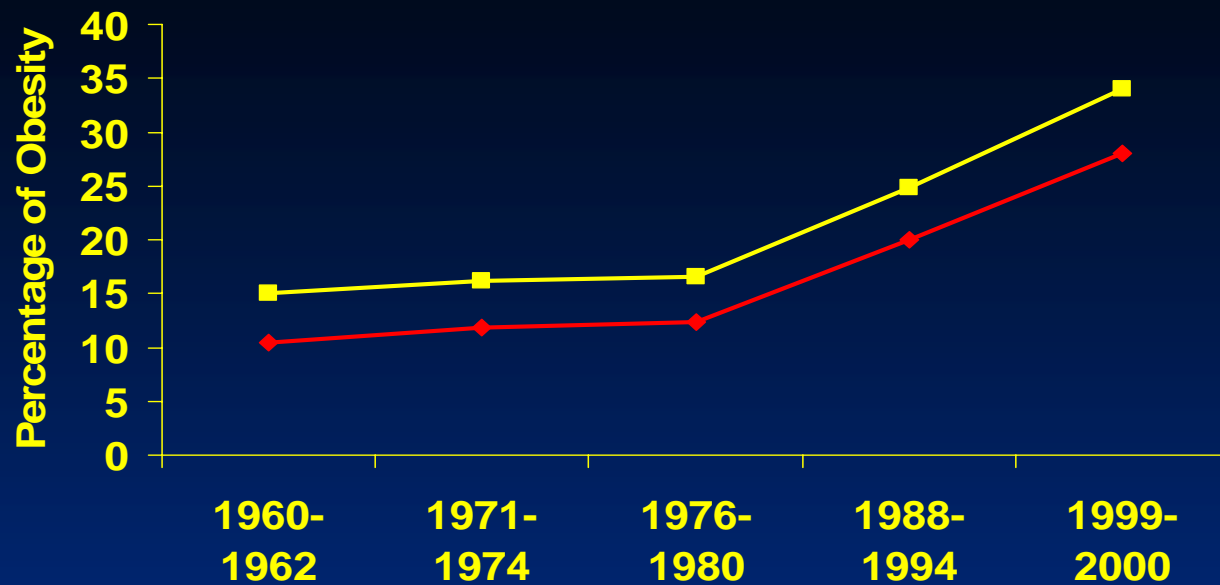
America On the Move: A National Public-Private Initiative to Address Obesity

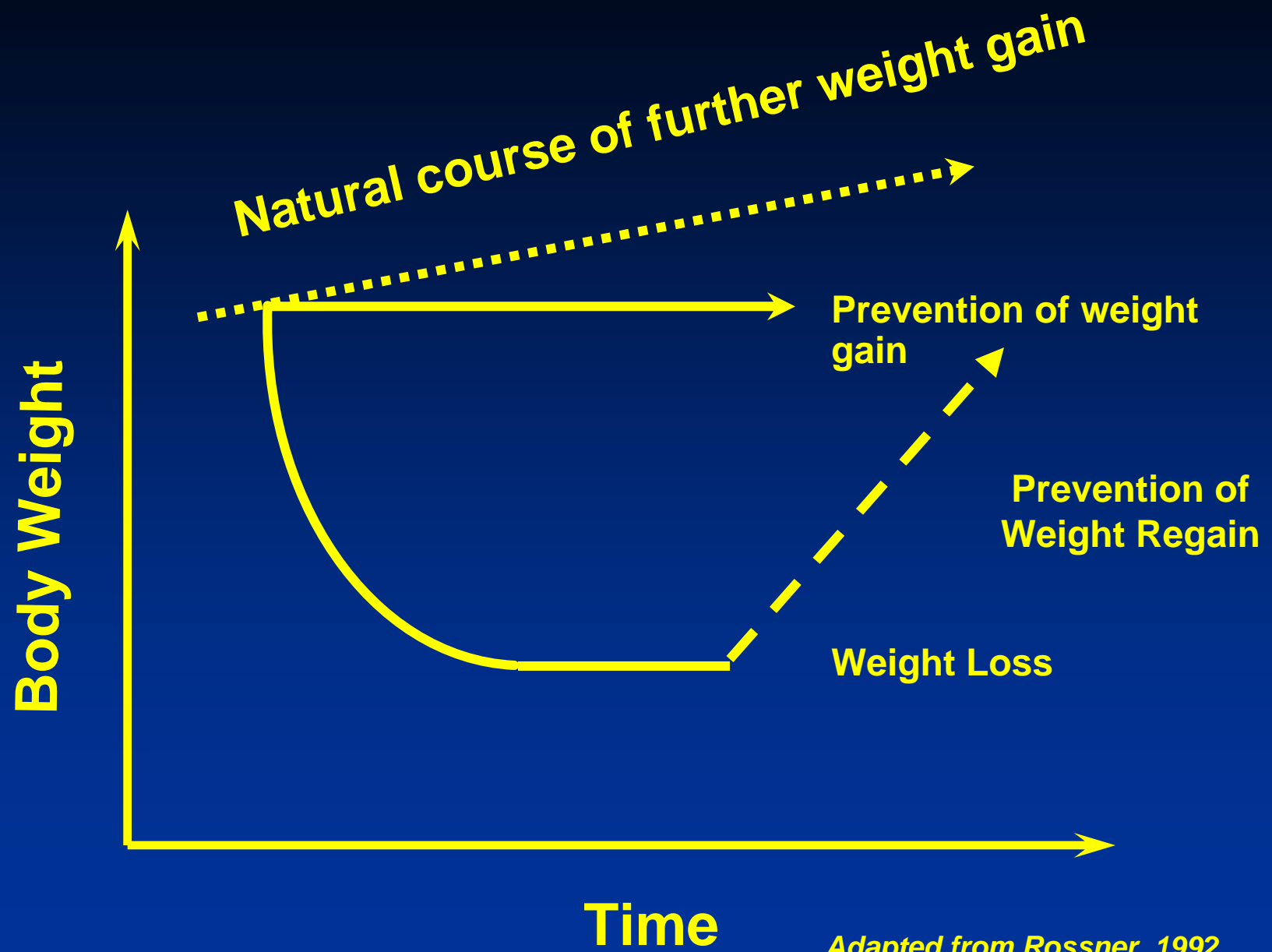
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Director, Center for Human Nutrition

University of Colorado Health Sciences Center

Denver, Colorado





Adapted from Rossner, 1992

**Weight
Reduction**

**Weight Gain
Prevention**

**Environmental
Opposition**



Behavior changes



**Biological
Opposition**

**Strong
Opposition**



**Big Changes
in Ein
and/or PA**



**Very Strong
Opposition**

**Less Strong
Opposition**



**Small Changes
In Ein
and/or PA**



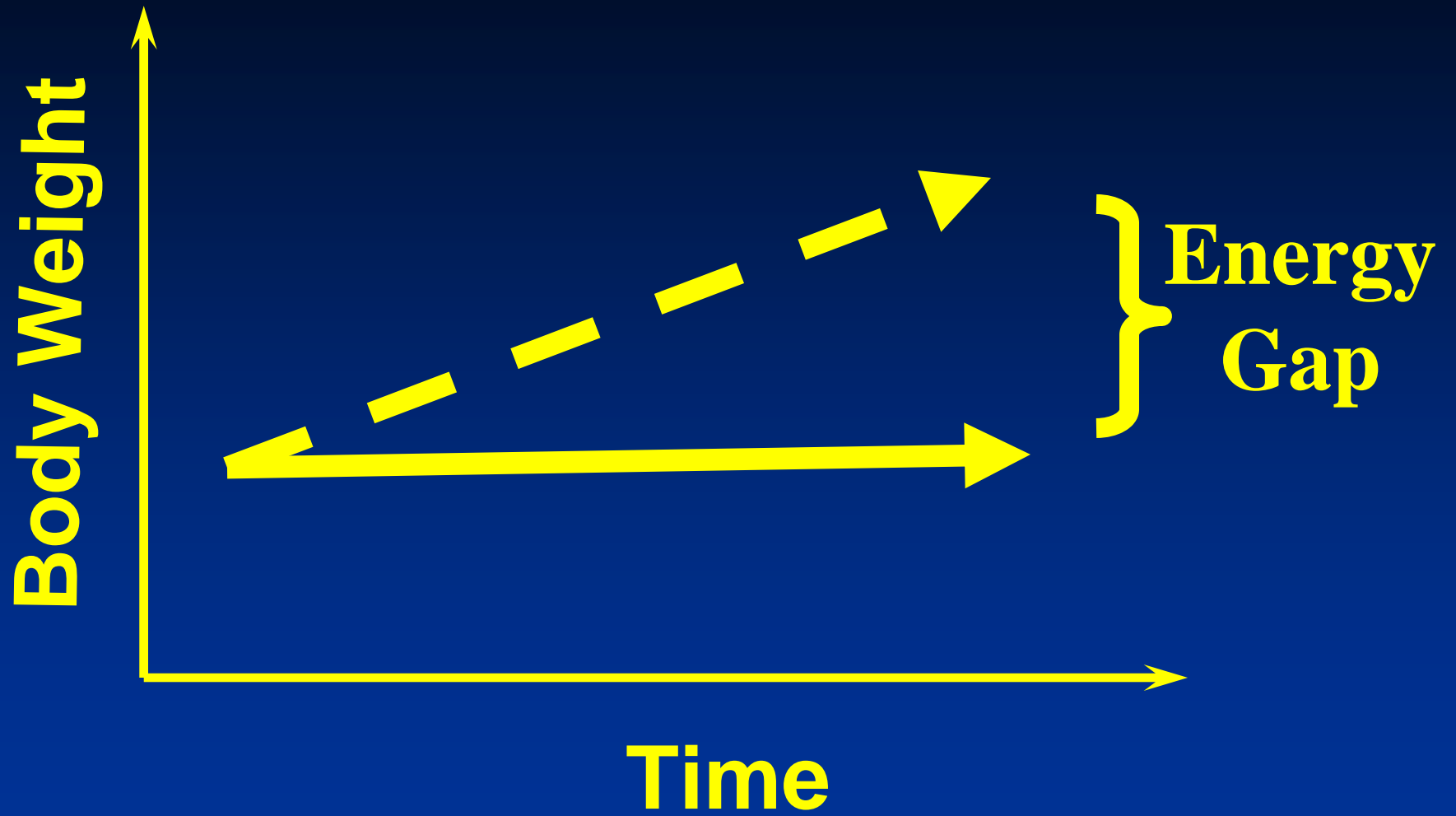
**No Strong
Opposition?**

Obesity, once established, is difficult to reverse

- **Biological challenges**
- **Behavioral challenges**

Prevention of Weight Gain

- **Small behavior changes required**
 - must increase activity
 - Small changes in food intake (eat smarter)
- **Small environmental changes**
 - Targeted to support and sustain specific behavior changes



What behavior changes are required?

- **Increased physical activity – large for weight reduction; small for prevention of weight gain**
- **Decreased energy intake – large for weight reduction, small for prevention of weight gain**
- **Weight reduction – substantial food restriction (deprivation) necessary**
- **Preventing weight gain - eating smarter – not deprivation**



Program of the America On the Move Foundation
www.americaonthemove.org

America on the Move

- **Community Weight Goal – First Stop Weight Gain**
- **Behavioral Goal - Make two small changes**
 - Increase walking by 2000 steps/day (100 calories)
 - Choose one behavior each day to eliminate 100 calories
 - Continue to make more small changes by incrementally increasing step goal and improving diet quality
- **Sustainability –**
 - Environment modification

AOM Programs

- **Individuals**
- **Worksites/Organizations**
- **Schools**
 - **Elementary – Balance First**
 - **Middle – Balance First; Middle Schools on the Move ; Take 10TM**
- **Families – Families on the Move**
- **Health Professionals – in final stages of development**
- **At retail locations – with private partners**

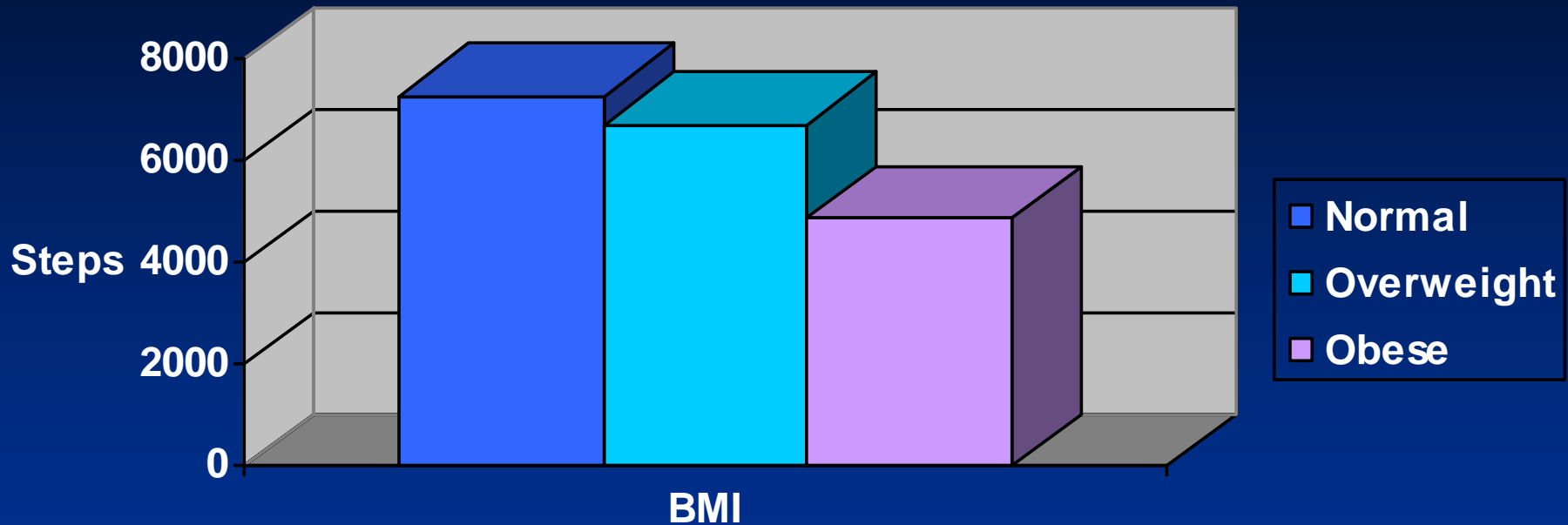
America on the move™

Quick Start Guide



Steps and BMI

Figure 7: Steps Per Day by BMI



Normal weight individuals average about 2000 more steps/day than obese individuals

Average Steps/Day in 3 Surveys

	Men	Women	% obese
Colorado	6733	6384	16.0
U.S.	5940	5276	22.8
Tennessee	4547	4730	25.0

Elementary School Program

Fall 2004: Balance First Lesson Plans

- Target: 2.5 million students grades 1-5 (6000 schools)
- Comprehensive lesson plans designed to educate, support and inspire kids to develop energy balance skills and practice healthy lifestyle habits

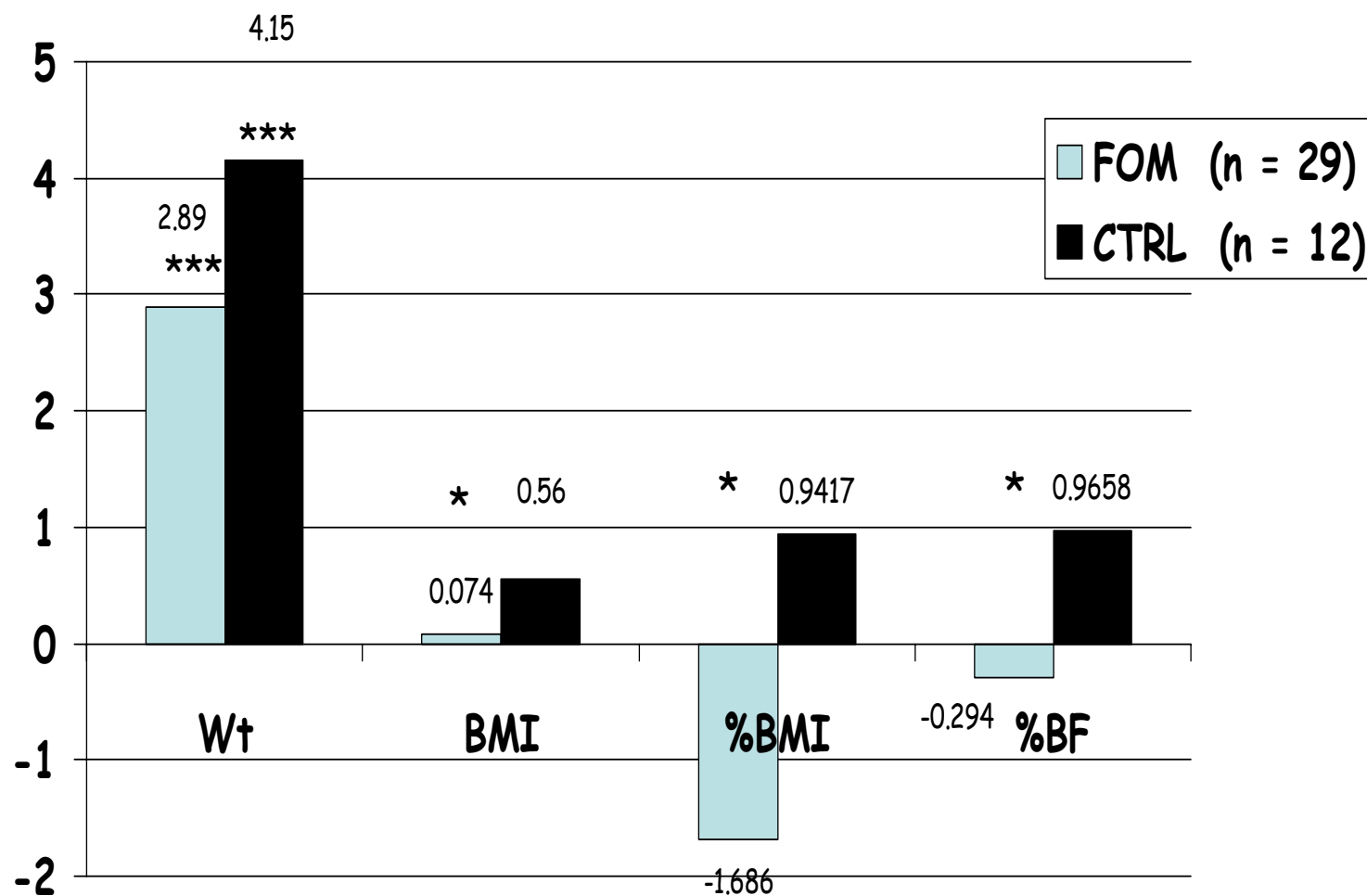
Twenty-five percent (25%) of students are in “at risk” districts:

- *major market districts serving lower income (<\$45,000)*
- *neighborhoods in the inner city or on the urban fringe*
- *suburbs with over 50% Hispanic or African-American enrollment.*



AOM for Families

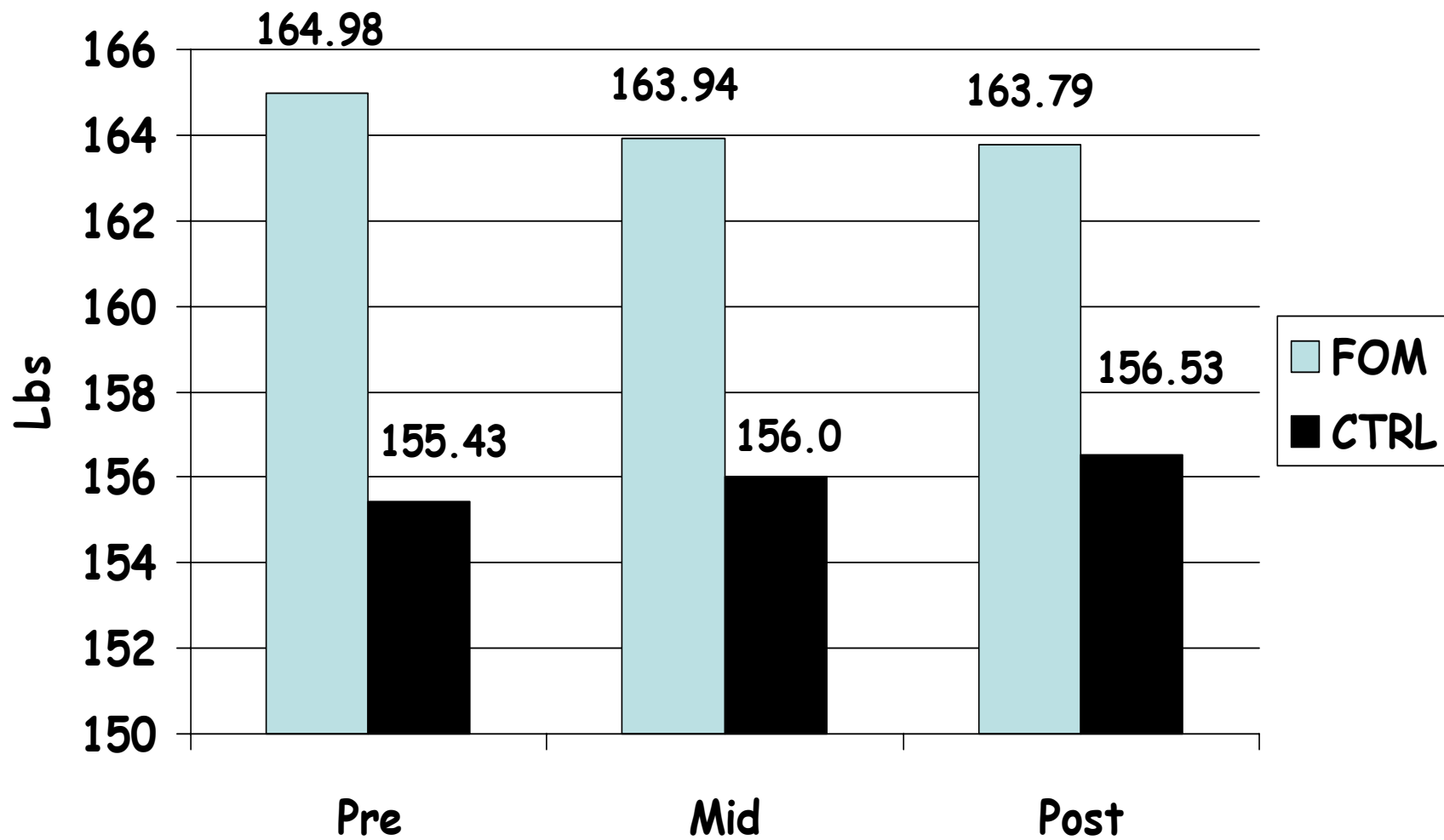
Target Girls



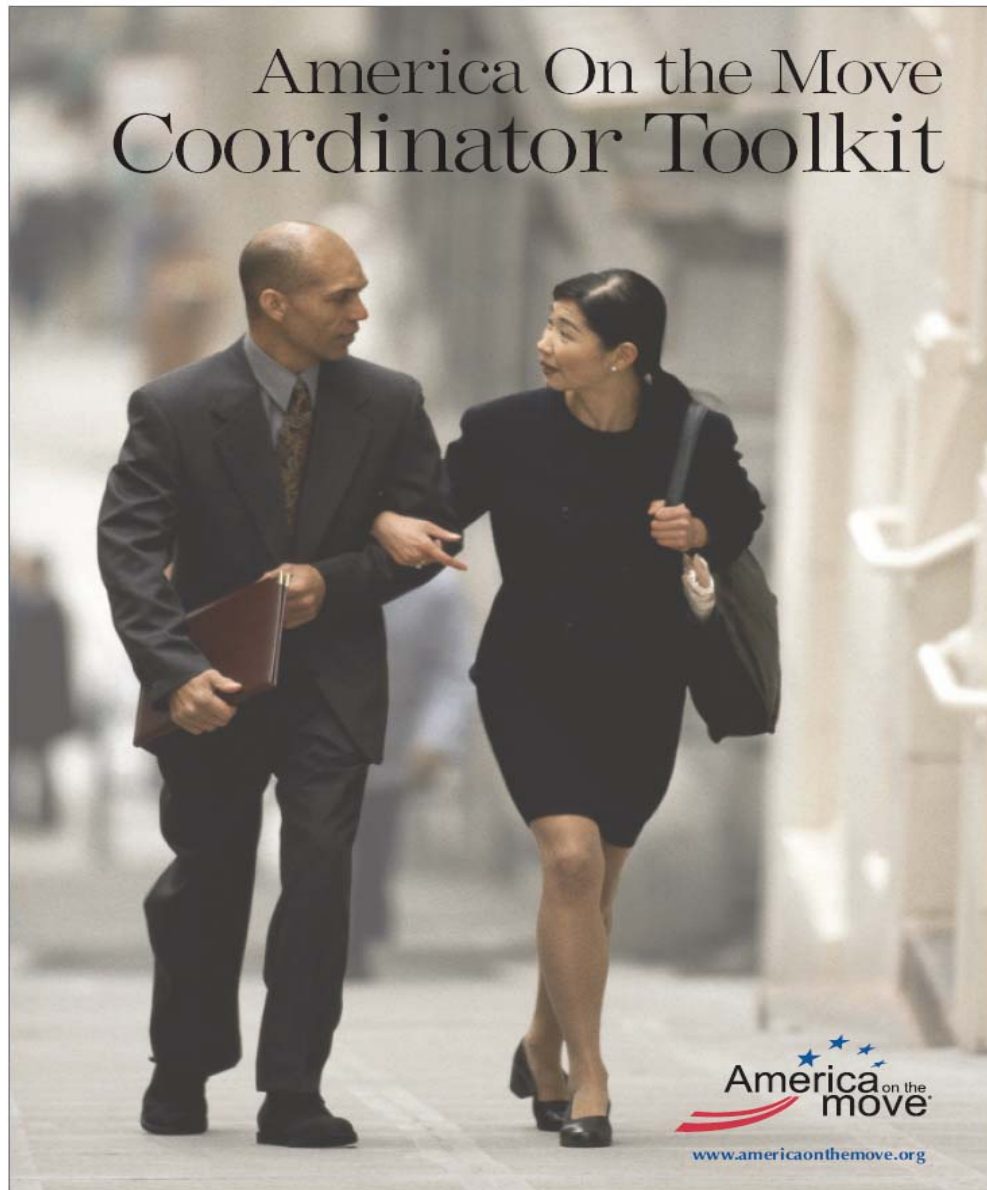
*** = significant increase

* = significant difference in mean change between groups

Moms



America On the Move Coordinator Toolkit




America on the
move
www.americaonthemove.org

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Time to

Get On the Move...

Come Join The Fun At
www.americaonthemove.org And:

- Find out how 2 simple changes can help shape better health
- Learn how to *Get On the Move* and *Stay On the Move* at a pace that's right for you
- Track your progress with fun, easy-to-use tools
- Get support from others as you increase your steps

Take The Get On The Move Challenge

- Increase daily steps by 2000, equivalent of 1 mile
- Reduce calorie intake by 100, equivalent of 1 pat of butter

You'll get tips, tools and six weeks to track your progress along well-known American trails.



America On the Move

- **Start with where people are now**
- **Small changes to move toward a healthy lifestyle**

Eating & Physical Activity Patterns

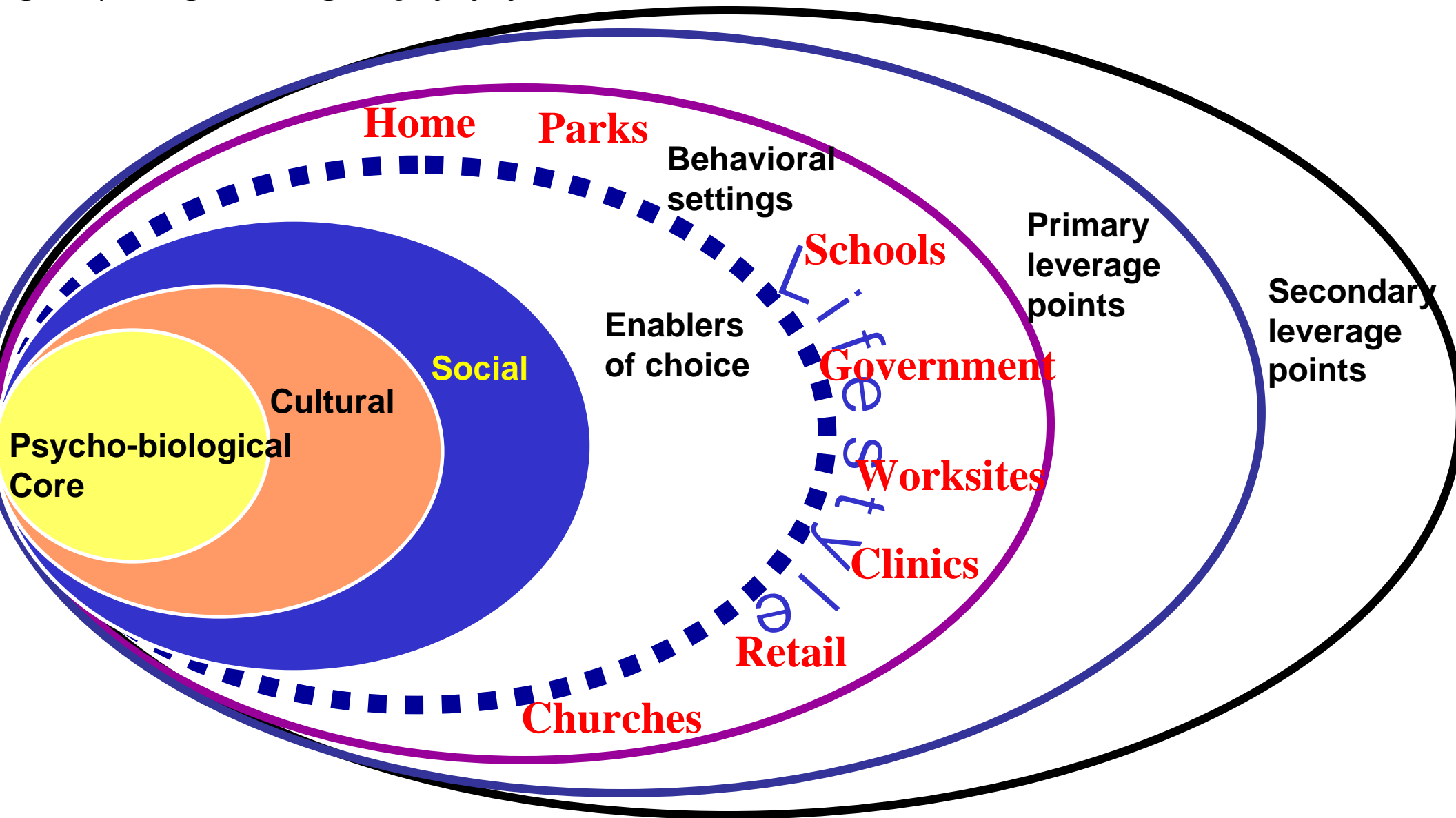
Biology
Genetics

Social/Cultural
Environment

Small Changes to the Environment

- **Opportunities for making behavior changes**
- **Reasons for making behavior changes**

Integrating the individual with the environment . . .





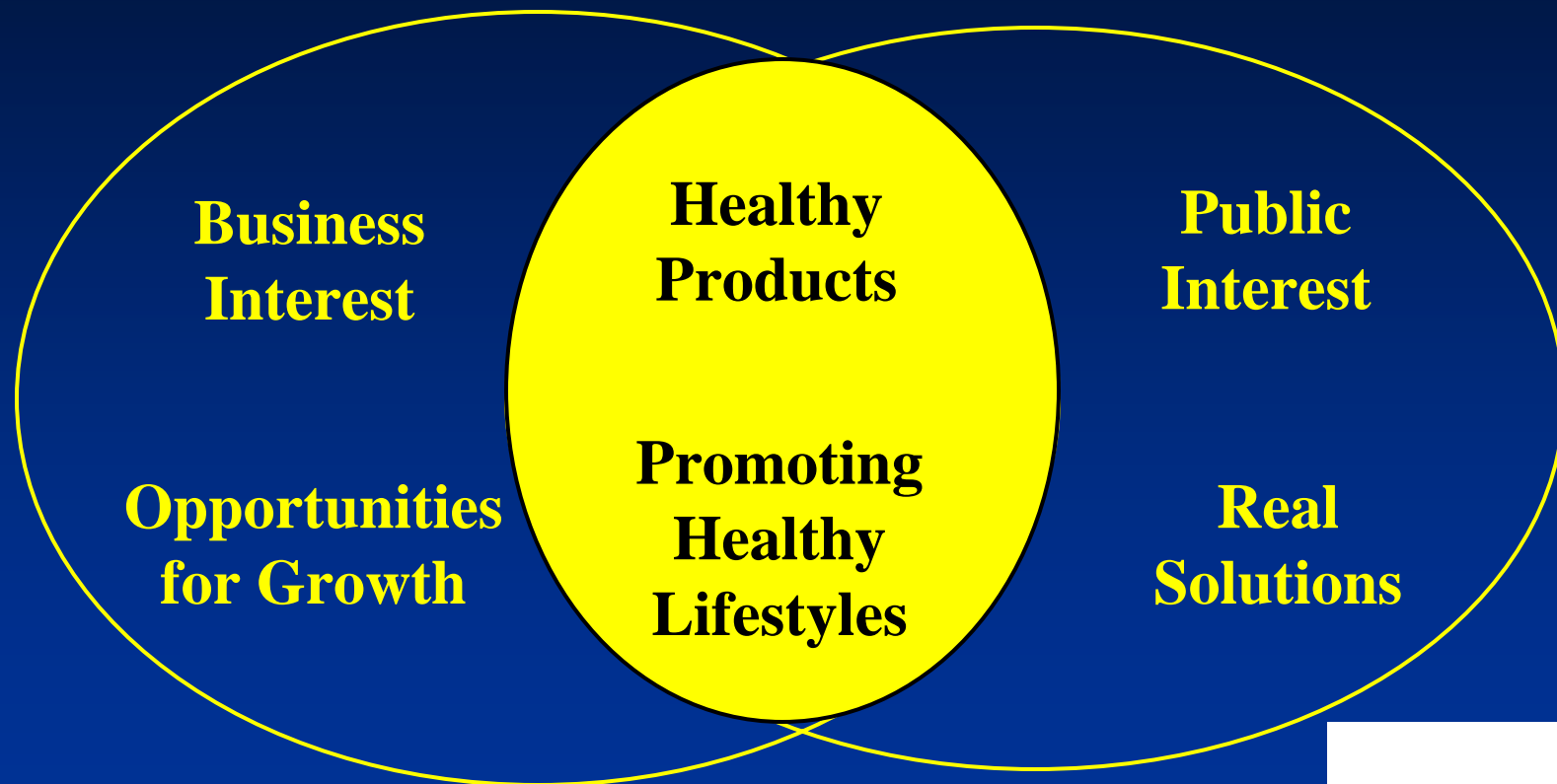
Changing the Environment in Communities

- **Communities want to change but don't know how**
- **This is an issue for everyone in the community, it is just that some don't know it yet**
- **Small changes – everyone does a little**
- **It will take time**

Where do you Start: Potential Allies

- **Developers/planners/builders**
- **Media**
- **Service organizations**
- **Hospitals**
- **HMOs/managed care/insurers**
- **Local foundations**
- **Local colleges/universities**
- **State/local health departments**
- **Others interested in health promotion**

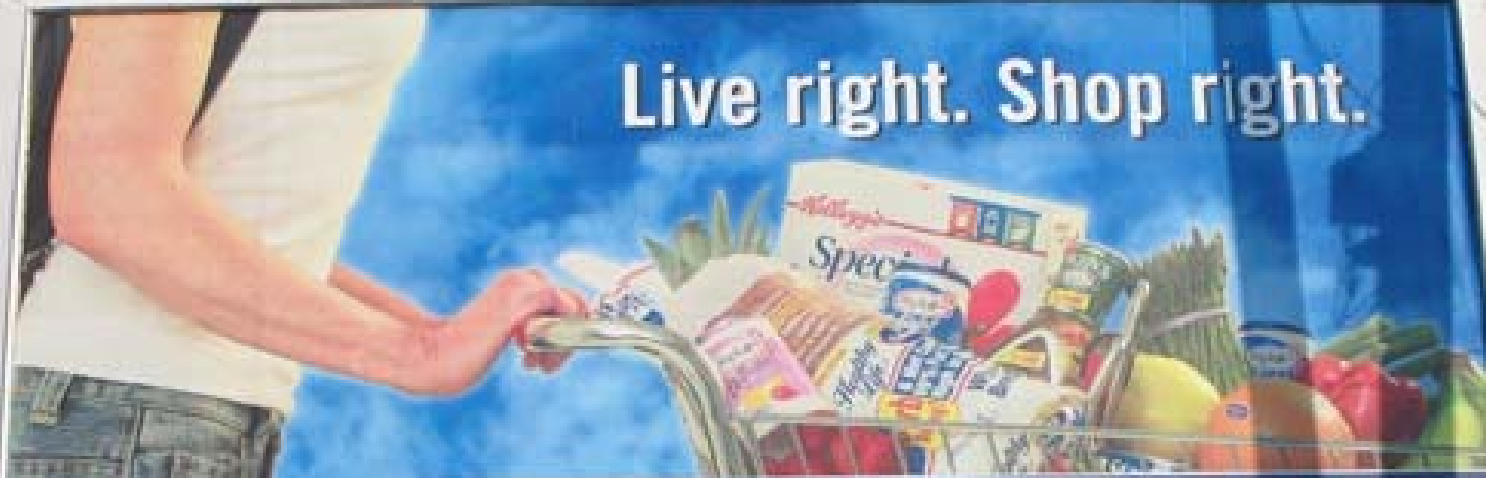
Involvement of Private Sector



Private Sector

- Grocery Stores
- Restaurants
- Sporting goods stores
- Health clubs, spas, YMCA
- Hotels/convention center
- Realtors
- Hospitals/physicians
- Automobile dealers
- Computer stores
- Media
- Parks & Recreation
- Developers
- Big Retail Stores/Malls
- Other merchants

Live right. Shop right.



Proud sponsor of
America on the
move

 **SCOTT'S**
FOOD & PHARMACY

Burkhart

PepsiCo Smart Spot



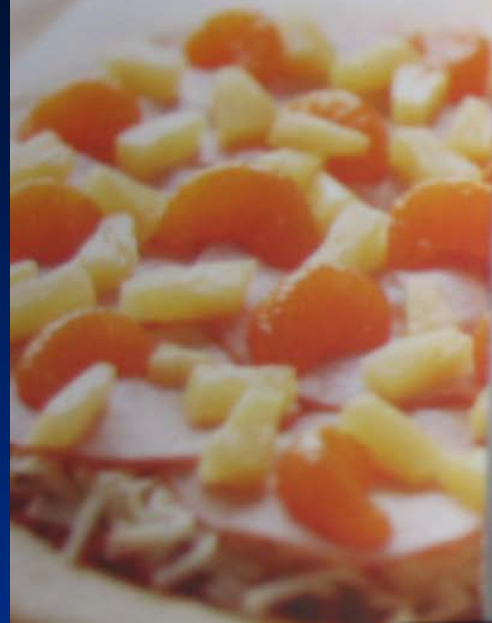
olives, red onions, fresh-chopped cilantro

Live Cheese

whole lotta cheese goin on!

olive oil glaze, mozzarella, cheddar/
provolone, fontina, fresh parmesan,
fresh-chopped basil, oregano

The Big Kahuna



Baked Personal	5.95
Medium	13.95
Large	17.95
Family	19.95

The Earthborn

Nature's treat no-meat!

Fresh tomato sauce, mozzarella, cheddar/
provolone, marinated artichoke hearts, roma
tomatoes, mushrooms, black olives,
green/red peppers, red onions

Wild Willy Combo

Bring your friends!

Fresh tomato sauce, mozzarella, cheddar/
provolone, Italian sausage, salami, Canadian
bacon, pepperoni, seasoned beef, mushrooms,
black olives, green/red peppers, red onions,
roma tomatoes

LIV-N-LITE PIZZAS

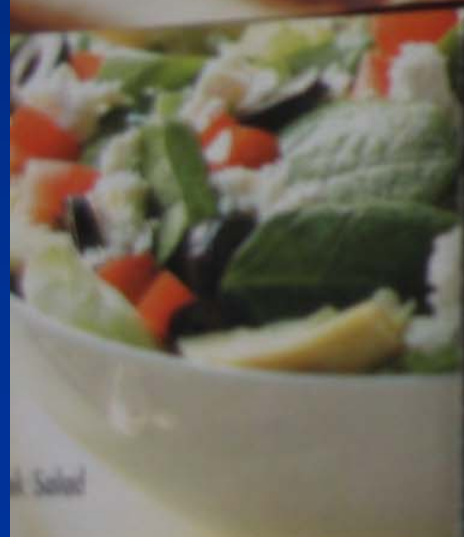
About half the calories and carbs as our originals, lightly topped
on our own thin crust. Available in Large size only.

Cheese or Pepperoni	6.95
Basil, Tomato-N-Garlic	9.95
The Anger™	10.95
Nick-N-Willy's Classic	10.95



WE ARE A PROUD SUPPORTER OF AMERICA ON THE MOVE!
For more information, see our web site or go to www.americaonthemove.org

Basil, Tomato-N-
Garlic Personal



**Named Top
Take-out Pizza
by 5280 magazine!**





1 - Niedrach Nature Trail

Distance Round-trip:

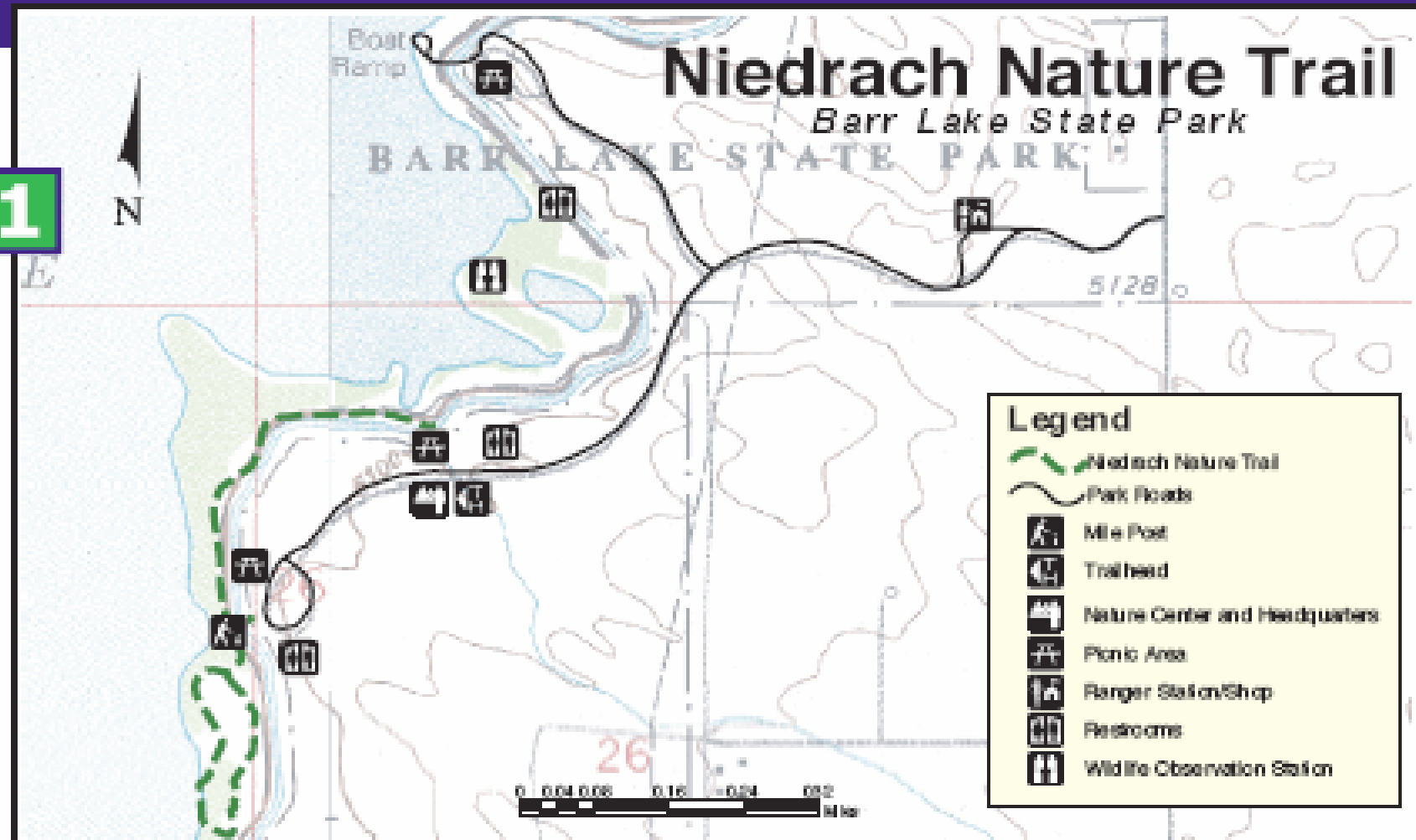
2.2 miles (4,400 steps)

Surface:

natural/ boardwalk

Difficulty:

easy



How does healthier living become institutionalized?

- Policies to sustain changes
- Understand economics
- Community health protection act

How to Measure Success?

- Success in the process of engaging the community
- Measuring environmental change
- Measuring behavioral change
- Quality of life in the community
- Economic consequences

Communities as Learning Labs

Provide a “big” Vision

- **Need a “big program” to emerge from the background noise**
- **Change from within - everyone can contribute a little**
- **Fits with values of the community**
- **Healthy living becomes “business as usual”**